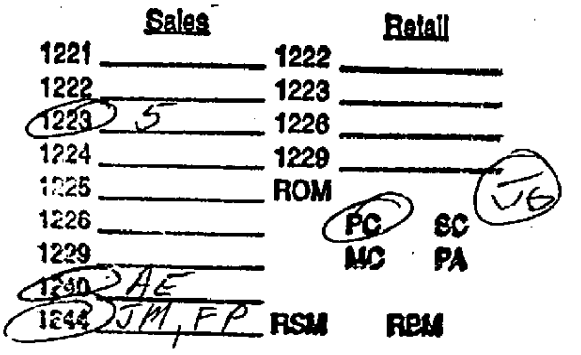
ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet



51847 1988

Source: https://www.industrydocuments.ucsf.edu/docs/spxy0000

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

September 22, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

NOVEMBER PROMOTION (#701647): DORAL B2G1F

Dear Paul:

Doral B2G1F ***pre-sleeved*** product in quantities listed below has been ordered to cover the above promotion for display shipment to your participating retail accounts. 1,157 SKUs of shipper Displays (item #533174) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	*Product / State*	*#/Cases Per Style*				*EFT $ Amount*
		LIGHT	LT MEN 100	LT 100	FF 100	
	UPC Code	12300-24488	12300-24492	12300-24489	12300-24490	
ER2237-01	*B2G1F / CT*	*2*	*2*	*2*	*1*	*$1,121.02*
ER2238-01	*B2G1F / MA*	*4*	*4*	*4*	*2*	*$1,914.44*
ER2239-01	*B2G1F / NH*	*1*	*1*	*1*	*1*	*$687.39*
ER2240-01	*B2G1F / NJ*	*2*	*2*	*2*	*1*	*$1,184.02*
ER2241-01	*B2G1F / NY*	*40*	*40*	*40*	*20*	*$21,664.58*
ER2242-01	*B2G1F / OH*	*1*	*1*	*1*	*1*	*$734.19*
ER2243-01	*B2G1F / PA*	*27*	*27*	*27*	*13*	*$16,661.19*
	TOTALS	**77**	**77**	**77**	**39**	**$43,966.83**

Product Arrival: **October 20, 1997**
Shipper Displays Arrival (Consolidated): **October 23, 1997**
Ship Date to Retail: **Week of November 17, 1997**

Item #533174 (Displays)
SKU CUBE : **1.0195**
SKU WT (w/o Product): **1.7300 lbs**
Retail Sales Offer per Sku: **21 Offers**

51847 1989

Source: https://www.industrydocuments.ucsf.edu/docs/spxy0000

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'.* UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LIGHT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

51847 1990

Source: https://www.industrydocuments.ucsf.edu/docs/spxy0000

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $1,323.00 **(94.5 (12M) cases @ $14.00)**.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

***ROUs**: 1110 / 1210 / 1310 / 1710*
Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51847 1991

Source: https://www.industrydocuments.ucsf.edu/docs/spxy0000

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE CHAIN MANAGERS

McLANE NE

NOVEMBER: DORAL B2G1F / PROMOTION #701647

RETAIL DISTRIBUTION DATE: 11/17/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ SUNOCO	301	See List	323	1	2	20			2	16	99		180	3	
BP OIL	44	1	44										44		
COASTAL MART	35	See List	51							9			42		
COOKS CONVENIENCE	7	See List	10								10				
CONVENIENCE EXPRESS	5	See List	8								8				
COUNTRY FAIR	70	See List	78								13	7	58		
EXPRESS MART / PETR-ALL	47	See List	52								52				
F.L. ROBERTS	17	See List	20	6		14									
HESS MART / HESS STATION	174	See List	239	1		2				2	184		49	1	
J MART	8	1	8								8				
KRAUSZERS	13	1	13	13											
MANLEY'S MART	11	See List	29								29				
MOBIL	101	1	101	15		24			13		42		4	3	
QUICKWAY	16	See List	26								26				
7/11 - HANDEE MART	18	1	18				1					1	16		
7/11 - HANDEE MART (CUYAHOGA CTY)	8	1	8									8			
SUGARCREEK	79	1	79								79				
SUNRISE FOOD	16	See List	18								18				
INDEPENDENTS & SMALL CHAINS	28	See List	32	1		3	2		2	3	16	1	4		
TOTALS	998		1157	37	2	63	3	0	17	30	584	17	397	7	0

(MC-DORB2.XLS)9/24/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli / J. Rago

51847 1992

Source: https://www.industrydocuments.ucsf.edu/docs/spxy0000